

***THE ANALYSIS OF HYBRID EVENT MANAGEMENT
IN MATAMU STUDIO AT PHENOM EVENT INDONESIA***

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ABSTRACT

The background of this study is based on the development of MICE, especially the implementation of hybrid events in Indonesia which is increasing rapidly. This is because hybrid events are a new solution or breakthrough in organizing a practical and efficient event by combining offline events with virtual or online components. This study aims to analyze hybrid event management in Matamu Studio at Phenom Event Indonesia technically. This study uses a descriptive qualitative method with data collection using observation, interviews, and documentation. The sample of this study are three Matamu Studio division staff, one of whom is the head office or head of the division, while the others are two staff members. This study discusses human resources management in organizing hybrid events, hybrid event multimedia equipment management, and hybrid event implementation strategies in Matamu Studio. The results of the study show that Matamu Studio implements human resource management and multimedia equipment in accordance with event management theory well and in an organized manner. Matamu Studio also implements a hybrid event implementation strategy that is very mature and structured, as can be seen from strategy during the preparation stage (setting up, the implementation stage (in charge), and the clearing stage (clear up).

Key words: Hybrid event, human resources, multimedia